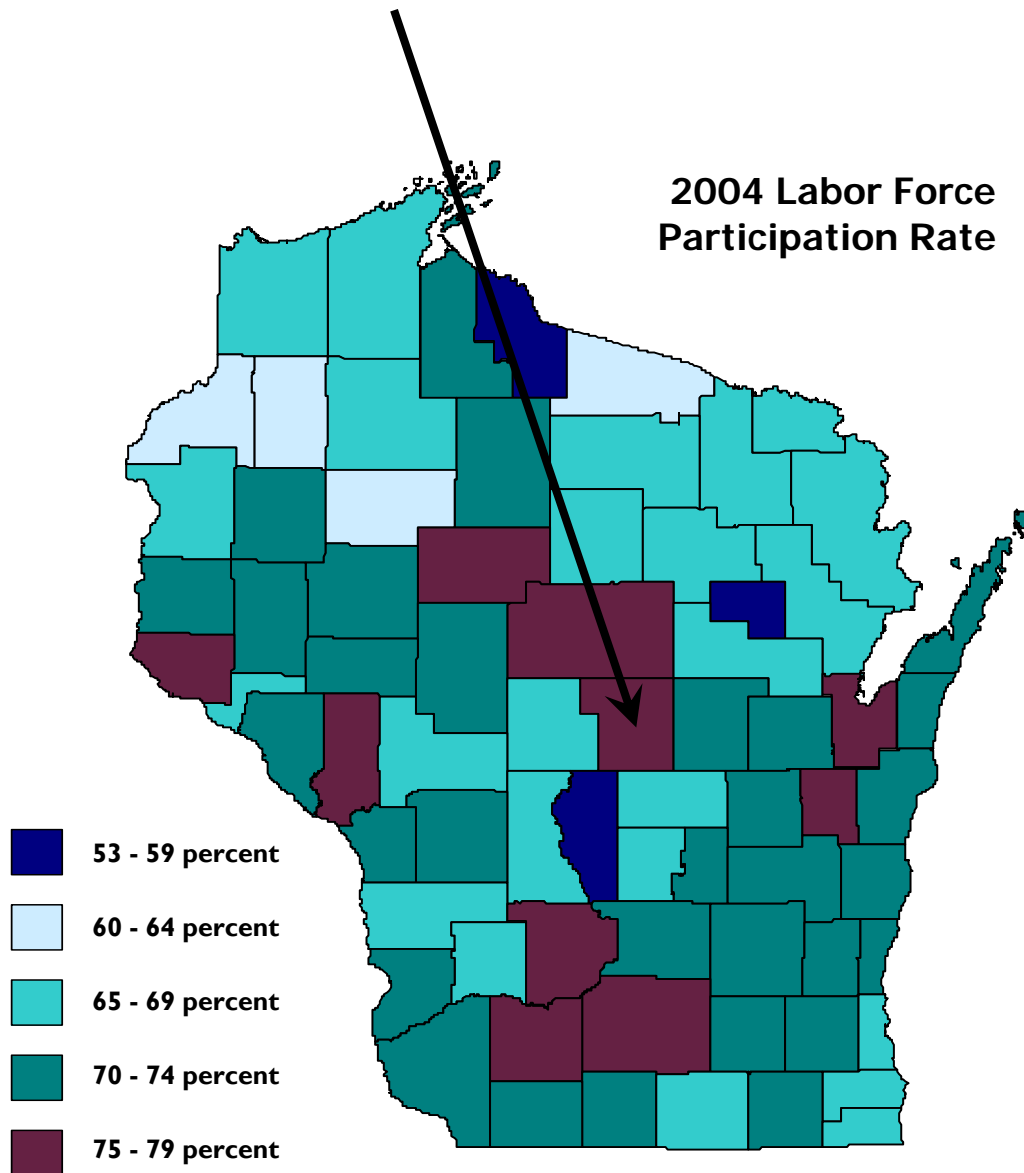


Portage County Workforce Profile



Source: Estimates created by DWD, OEA using data supplied by
U.S. Bureau of Labor Statistics and U.S. Bureau of Census

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State of Wisconsin
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County Population and Labor Force

Population trends affect the supply of workers, the willingness of employers to open, expand or continue local operations and the demand for goods and services. Portage County's population grew by 2,183 people or 3.2 percent. This reflects slower population growth than the nation (4.9%) and the state (4.0%). In 2005, the Village of Plover and the City of Stevens Point together had 36,476 residents or nearly 53 percent of the county's total population. In 5 years, these municipalities gained 1,405 people, or over 64 percent of the county's total population gain.

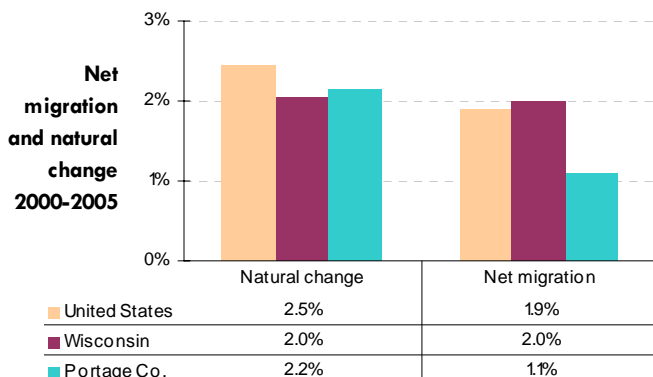
Portage County experienced 3,535 births and 2,089 deaths between 2000 and 2005, resulting in natural change of 1,446 people or nearly two-thirds of Portage County's population growth. Demographers with the Wisconsin Department of Administration project that Portage County will continue to experience more births than deaths and that the number of people moving out will exceed the number of people moving in by the 2010-2015 period. While birth and death trends generally follow predictable patterns, net migration patterns shift more quickly and less regularly. Projected population growth may rest on a firmer base in the case of Portage County than in the case of counties relying more heavily on net migration.

The table to the right shows that Portage County's labor force participation rate (74.1%) exceeds the statewide rate (70.8%) and the national rate (65.4%). Labor force participa-

Five largest municipalities in Portage County

	April 2000 Census	Jan. 1, 2005 estimate	Numeric change	Percent change
Portage County	67,182	69,365	2,183	3.2%
Stevens Point, City	24,551	25,125	574	2.3%
Plover, Village	10,520	11,351	831	7.9%
Hull, Town	5,493	5,545	52	0.9%
Stockton, Town	2,896	3,016	120	4.1%
Plover, Town	2,415	2,444	29	1.2%

Source: Wis. Dept. of Administration, Demographic Services, August 2005



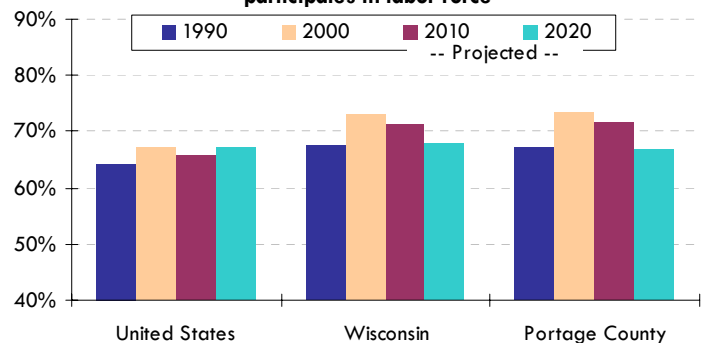
Source: WI Dept. of Admin., Demographic Services & US Census Bureau

Population and Labor Force

	United States	Wisconsin	Portage County
Total population in 2000	281,424,602	5,363,715	67,182
Population est. Jan. 1, 2005	295,160,302	5,580,757	69,365
Change	13,735,700	217,042	2,183
% change	4.9%	4.0%	3.2%
2005 Labor force population*	224,837,000	4,339,938	55,732
Share of total population	76.2%	78%	80.3%
Labor force	147,125,000	3,071,179	41,281
Labor force participation rate	65.4%	70.8%	74.1%
2005 Population 16 yrs. & over	228,621,674	4,417,313	56,046
16-24 yrs old	37,489,370	743,764	11,285
Share of population 16+ yrs	16.4%	16.8%	20.1%
25-59 yrs old	142,248,896	2,708,865	34,075
Share of population 16+ yrs	62.2%	61.3%	60.8%
60 yrs and older	48,883,408	964,684	10,686
Share of population 16+ yrs	21.4%	21.8%	19.1%
Projected population: 2020	335,804,546	6,110,878	76,170
Population 16 yrs. & over	264,085,104	4,869,573	60,912
16-24 yrs old	37,918,865	681,586	12,312
Share of population 16+ yrs	14.4%	14.0%	20.2%
25-59 yrs old	150,678,402	2,756,884	30,697
Share of population 16+ yrs	57.1%	56.6%	50.4%
60 yrs and older	75,487,837	1,431,103	17,903
Share of population 16+ yrs	28.6%	29.4%	29.4%

* civilian population 16 yrs. and older not in an institution

Percent of labor force age population that participates in labor force



Source: special tabulation by OEA using US Census, US Bureau of Labor Statistics, WI Dept. of Admin. estimates and projections

tion rates drop substantially as workers approach 60 years old and continue to drop as they pass 60. While the 60-and-over cohorts are not as dominant in Portage County as in many other Wisconsin counties, they will experience much larger and faster growth than younger cohorts. This may restrain labor force growth or reverse it.

Revised Labor Force

All labor force estimates published from 1990 to 2004 have been revised. The more recent years reflect trends revealed during Census 2000 while the 1990s were updated to include changes from 1990 to 2000 but are still based on ratios from the 1990 census.

The annual averages in the table to the right hide seasonal fluctuations. In 2004, Portage County's unemployment rate peaked at 6.2 percent in February and dipped to 3.6 percent by October. The labor force estimate dipped below 40,900 in April and rose above 41,900 by October, which reflects more stability than more counties enjoy.

Unemployment rates from the first half of the current decade reaffirm that unemployment rates are a lagging indicator of economic recovery. By the time unemployment rates peak, other economic indicators have been in more encouraging territory for a while. While many Wisconsin counties have experienced slow growth or declines in their labor forces, Portage County's labor force estimates have been growing at a healthy clip.

Portage County Civilian Labor Force Estimates

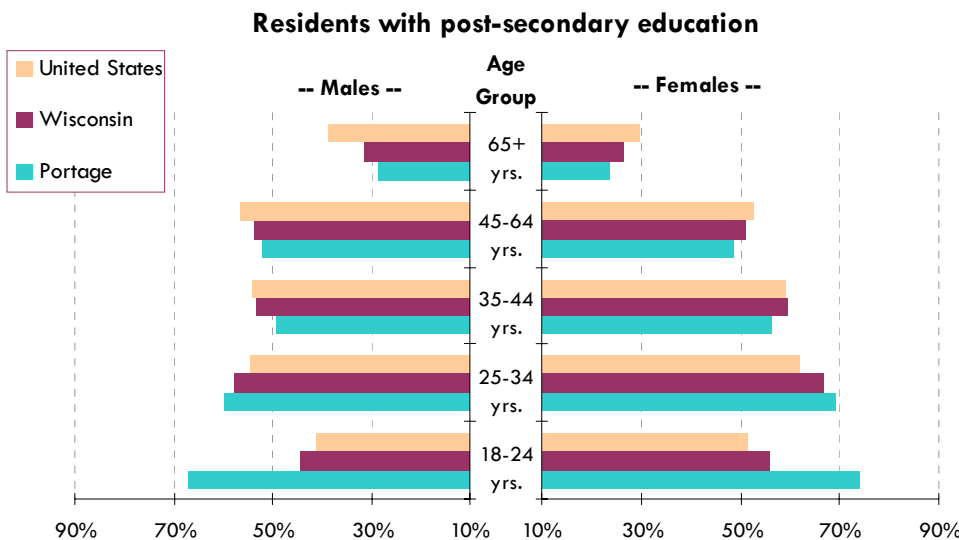
	Labor force	Employed	Unemployed	Unemployed rate
1990	32,557	31,360	1,197	3.7%
1991	35,030	33,621	1,409	4.0%
1992	36,575	34,870	1,705	4.7%
1993	37,054	35,256	1,798	4.9%
1994	36,569	34,815	1,754	4.8%
1995	36,961	35,256	1,705	4.6%
1996	37,719	36,132	1,587	4.2%
1997	38,227	36,668	1,559	4.1%
1998	37,666	36,222	1,444	3.8%
1999	37,235	36,010	1,225	3.3%
2000	38,789	37,451	1,338	3.4%
2001	39,227	37,584	1,643	4.2%
2002	39,826	37,867	1,959	4.9%
2003	40,726	38,666	2,060	5.1%
2004	41,281	39,290	1,991	4.8%

Source: DWD, Bureau of Workforce Information, Local Area Unemployment Statistics, September 2005

Education Attainment

The graph below shows a shift from older generations, where females have less post-secondary education than males to younger generations where females have more education. As the economy shifted from male-dominated goods-producing industries to less dominated service-providing industries, social attitudes and employment laws changed to make education more economically valuable for females.

Another striking generational shift emerges from the graph below. Portage County's 65-and-older residents were less likely than their national counterparts to report post-secondary education, (19.4% versus 29.8%), while Portage County's second-youngest cohort, those aged 25-34, were more likely than their national counterparts to report post-secondary education (65.8% versus 61.7%).



Source: US Census 2000, Summary file 3, QT-P20

Portage County's 65-and-over cohort reports a lower concentration of associate degrees than the nation's 65-and-over cohort. The trend reverses itself in later generations. The county's 25-34 cohort reports one-and-a-half times the concentration of associate degrees than its national counterparts report. Some Portage County cohorts report higher concentrations of bachelor's degrees than national counterparts and others report lower concentrations than national counterparts. The trend over time is not consistent in one direction and the differences generally are not as pronounced as the differences in associate degrees.

Employment and Wages

Educational attainment levels may be as much a product of employment and wage structure as a cause. The trade, transportation & utilities sector includes 4,647 jobs in the retail trade segment which pay an average annual wage of \$17,741, 1,800 transportation & warehousing jobs (\$34,355), 1,177 wholesale trade jobs (\$36,638) and 212 utilities jobs (\$77,882). Between 2003 and 2004, the wholesale trade segment gained 497 jobs and the transportation & warehousing segment shed 265 jobs. Between 2003 and 2004, the wholesale trade average wage increased 8.0 percent and the transportation & warehousing average wage declined 13.9 percent. This suggests that the former segment may have gained higher-paid workers while the latter may have shed its higher-paid workers.

Within the education & health sector, the education services segment accounts for 2,677 jobs (average wage: \$38,542), 1,140 jobs in ambulatory health care services (\$51,766), 918 jobs at hospitals (\$36,601), 403 jobs in nursing and residential care (\$20,252) and 414 jobs in social assistance (\$12,675). Between 2003 and 2004 average annual wages rose by over \$3,000 in ambulatory health care and in hospitals and by just over \$1,300 in social assistance.

Average Annual Wage by Industry Division in 2004

	2004	2004		
	Average Annual Wage	Average Annual Wage	Percent of	1-year
	Wisconsin	Portage County	Wisconsin	% change
All Industries	\$ 34,749	\$ 30,877	88.9%	4.0%
Natural resources	\$ 27,399	\$ 25,860	94.4%	-2.8%
Construction	\$ 41,258	\$ 37,502	90.9%	3.7%
Manufacturing	\$ 44,145	\$ 37,252	84.4%	5.5%
Trade, Transportation, Utilities	\$ 30,088	\$ 26,023	86.5%	4.5%
Information	\$ 41,759	\$ 30,151	72.2%	Not avail.
Financial activities	\$ 45,103	\$ 44,317	98.3%	5.5%
Professional & Business Services	\$ 39,580	\$ 30,741	77.7%	5.3%
Education & Health	\$ 36,408	\$ 37,686	103.5%	2.8%
Leisure & Hospitality	\$ 12,295	\$ 8,729	71.0%	2.9%
Other services	\$ 20,207	\$ 15,874	78.6%	-4.5%
Public Administration	\$ 36,347	\$ 29,364	80.8%	4.4%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

Among the manufacturing sector's prominent segments are paper manufacturing (918 jobs averaging \$60,549 per worker), printing and related activities (604 jobs averaging \$35,692) and machinery manufacturing (459 jobs averaging \$36,908). Between the 2003 and 2004, paper manufacturing employment declined by 113 jobs. Factors relating to industry consolidation, technology change and trade will probably limit this segment's employment gains in the medium term. Historically, the transportation & warehousing segment drew considerable support from local manufacturers needing to move goods; the long-term impact of manufacturing changes remains unseen.

2004 employment and wage distribution by industry in Portage County

	Employment		Total payroll	
	Annual average	1-year change		
Natural Resources	580	9	\$ 14,999,076	
Construction	1,064	-51	\$ 39,902,393	
Manufacturing	5,100	-264	\$ 189,983,007	
Trade, Transportation, Utilities	7,836	156	\$ 203,916,571	
Information	254	suppressed	\$ 7,658,321	
Financial Activities	4,057	14	\$ 179,794,802	
Professional & Business Services	1,743	195	\$ 53,581,444	
Education & Health	5,551	34	\$ 209,197,607	
Leisure & Hospitality	3,043	-71	\$ 26,561,387	
Other services	1,397	13	\$ 22,176,353	
Public Administration	1,391	23	\$ 40,845,096	
Not assigned	0	Not avail.	\$ 0	
All Industries	32,018	79	\$ 988,616,057	

Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2005

Industry and Employers by Size

Top 10 Employers in Portage County

Establishment	Product or Service	Size (Dec. 2004)
Sentry Insurance A Mutual Co	Direct property & casualty insurers	1000+ employees
Stevens Point Public School	Elementary & secondary schools	1000+ employees
University of Wisconsin- Stevens Point	Colleges & universities	1000+ employees
St Michael's Hospital of Stevens Point	Gen. medical & surgical hospitals	500-999 employees
The Capps Corp	Supermarkets & other grocery stores	500-999 employees
County of Portage	Executive & legislative offices, combined	500-999 employees
McCain Foods USA Inc	Frozen fruit & vegetable mfg.	500-999 employees
Stora Enso North America Corp	Paper, except newsprint, mills	500-999 employees
Figi's Mail Order Gifts Inc	Mail-order houses	500-999 employees
Ministry Medical Group, Inc	Offices of physicians, except mental health	500-999 employees

Source: DWD, Bureau of Workforce Information, ES-202, July 2005

Prominent industries in Portage County

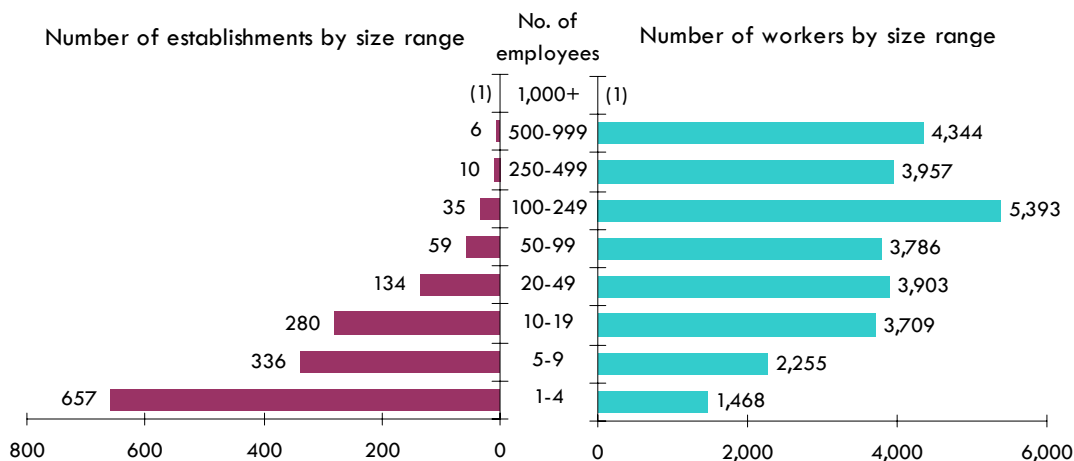
NAICS title	March 2005		Numeric change in employees	
	Establishments	Employees	2004-2005	2000-2005
Insurance carriers & related activities	40	3,031	-97	not avail.
Educational services	12	2,787	-18	-63
Food services and drinking places	128	2,431	173	319
Food manufacturing	12	1,332	-290	-631
Executive, legislative, & gen government	24	1,272	59	141
Hospitals	*	*	not avail.	not avail.
General merchandise stores	13	1,013	86	236
Truck transportation	53	967	51	14
Nonstore retailers	18	964	-129	578
Ambulatory health care services	64	954	-166	-82

* data suppressed to maintain employer confidentiality

Column headings revised 02/06

Source: DWD, Bureau of Workforce Information, ES-202, September 2005

Portage County establishments and workers by employment size range in 2004



(1) Data not available due to suppression factors

Source: DWD, Bureau of Workforce Information, Table 221, July 2005

Some industries provide goods or services primarily for local consumption. Local (and statewide) income and demographic trends drive revenues for education services, government, general merchandise stores and ambulatory health care. Between 2005 and 2030, age cohorts between 15 and 59 will generally shrink. Meanwhile, cohorts between 60 and 79 will experience much larger, faster growth than cohorts under 19. Similar trends statewide may allow health care more employment growth potential than educational services.

Other industries sell their goods and services to people from outside Portage County, thereby bringing in outside money. Insurance carriers and related activities make up over three quarters of the financial activities employment seen on page 3. Nonstore retailers provide substantial numbers of jobs paying an average of \$14,430 per year.

The far-left graph shows large numbers of Portage County establishments with few employees and small numbers of establishments with many employees. The graph to the immediate left shows relatively high concentrations of employment in establishments with 100-249 employees.

Per Capita Personal Income

While page 3 discussed wages paid by Portage County employers, this section focuses on income received by Portage County residents, including income from work outside the county, investment/pension income and government transfer payments such as Social Security or other income support programs. The table below shows that Portage County's 2003 Per Capita Personal Income (PCPI) of \$27,464 was 30th among Wisconsin's 72 counties and that the 5-year growth rate of 21.1 percent was 11th.

Net earnings are typically associated with employment and constitute 69-70 percent of total income. Between 1998 and 2003 net earnings rose more slowly in Portage County than in the nation. Over the same time period, growth in investment income (dividends, interest and rent) has held its ground a bit better in Portage County than in the state or the nation. Portage County still has lower per capita investment income, but the gap has narrowed slightly. In rough terms, the same can be said of transfer payments.

The 2000 Census reported that 19 percent of Portage County's working residents worked outside the county and that 16 percent of the jobs in Portage County were filled by residents of other counties. Detailed income estimates from the Bureau of Economic Analysis indicate that in 2003, Portage County's residents earned roughly \$70.2 million more in wages from employers in other counties than residents of other counties earned from Portage County employers.

Most outbound Portage County workers went to one

of three neighboring counties: Wood, Marathon or Waupaca. Between these three counties and Portage County itself, workers can find places with high concentrations of jobs in health care, trucking, manufacturing, wholesale trade, information and education.

Wisconsin Counties 2003 Per Capita Personal Income and Rank in State

Area	2003	Rank	5-yr growth	Rank	Area	2003	Rank	5-yr growth	Rank
United States	\$ 31,472		17.1%		Manitowoc	\$ 27,807	27	13.6%	59
Wisconsin	\$ 30,685		17.2%		Marathon	\$ 29,992	16	22.0%	5
Adams	\$ 22,804	59	16.1%	37	Marinette	\$ 25,448	39	21.3%	9
Ashland	\$ 23,204	55	16.6%	32	Marquette	\$ 22,590	64	26.5%	1
Barron	\$ 24,922	41	15.2%	44	Menominee	\$ 18,449	72	19.8%	16
Bayfield	\$ 22,660	62	13.4%	60	Milwaukee	\$ 31,419	7	19.5%	18
Brown	\$ 32,076	5	17.8%	25	Monroe	\$ 23,467	54	16.8%	31
Buffalo	\$ 29,083	20	17.2%	28	Oconto	\$ 24,842	42	12.3%	66
Burnett	\$ 22,796	60	17.1%	29	Oneida	\$ 28,646	22	18.7%	21
Calumet	\$ 31,880	6	21.4%	8	Outagamie	\$ 30,952	11	20.5%	14
Chippewa	\$ 25,999	36	12.3%	67	Ozaukee	\$ 47,527	1	14.7%	48
Clark	\$ 22,227	66	13.9%	55	Pepin	\$ 24,407	44	13.0%	64
Columbia	\$ 30,846	12	18.2%	24	Pierce	\$ 27,963	26	18.6%	23
Crawford	\$ 22,628	63	20.9%	13	Polk	\$ 24,201	46	13.9%	54
Dane	\$ 36,455	3	21.0%	12	Portage	\$ 27,464	30	21.1%	11
Dodge	\$ 26,048	35	13.3%	61	Price	\$ 24,361	45	12.2%	68
Door	\$ 30,657	13	15.9%	40	Racine	\$ 31,271	8	15.0%	45
Douglas	\$ 23,568	53	15.3%	43	Richland	\$ 23,829	51	21.9%	6
Dunn	\$ 22,885	58	14.9%	47	Rock	\$ 28,256	25	14.1%	50
Eau Claire	\$ 27,469	29	17.5%	27	Rusk	\$ 20,461	71	14.0%	52
Florence	\$ 24,146	47	25.3%	3	Sauk	\$ 28,780	21	19.5%	19
Fond du Lac	\$ 29,951	17	16.1%	38	Sawyer	\$ 23,921	50	22.3%	4
Forest	\$ 21,975	68	25.4%	2	Shawano	\$ 23,941	49	13.9%	56
Grant	\$ 24,116	48	15.6%	42	Sheboygan	\$ 31,251	9	19.8%	17
Green	\$ 28,542	23	14.0%	51	St. Croix	\$ 31,091	10	13.6%	57
Green Lake	\$ 26,962	32	8.1%	72	Taylor	\$ 23,020	56	16.6%	34
Iowa	\$ 27,308	31	19.2%	20	Trempealeau	\$ 25,242	40	18.7%	22
Iron	\$ 22,912	57	21.1%	10	Vernon	\$ 20,950	70	15.7%	41
Jackson	\$ 26,084	34	21.9%	7	Vilas	\$ 25,664	37	13.0%	63
Jefferson	\$ 29,330	18	16.5%	35	Walworth	\$ 27,626	28	13.6%	58
Juneau	\$ 22,382	65	12.7%	65	Washburn	\$ 22,794	61	16.0%	39
Kenosha	\$ 29,117	19	16.5%	36	Washington	\$ 35,196	4	14.9%	46
Kewaunee	\$ 25,536	38	8.8%	71	Waukesha	\$ 41,551	2	12.2%	69
La Crosse	\$ 28,284	24	16.8%	30	Waupaca	\$ 26,863	33	14.0%	53
Lafayette	\$ 21,983	67	10.1%	70	Waushara	\$ 21,762	69	13.2%	62
Langlade	\$ 23,739	52	20.4%	15	Winnebago	\$ 30,359	15	16.6%	33
Lincoln	\$ 24,725	43	14.6%	49	Wood	\$ 30,401	14	17.7%	26

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2005